

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of :  
WILLIAM J. TOBIN :  
: Group Art Unit:  
Application No. :  
: Examiner:  
Filed: Herewith :  
: Date: February 12, 2001  
For: METHOD AND SYSTEM FOR :  
CUSTOMIZING MARKETING SERVICES:  
ON NETWORKS COMMUNICATING WITH:  
HYPERTEXT TAGGING CONVENTIONS :  
\_\_\_\_\_X

Assistant Commissioner for Patents  
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Sir:

Applicant submits the following amendments and remarks.

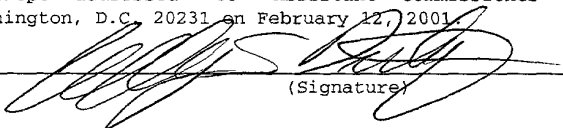
IN THE SPECIFICATION

COPY MARKED TO SHOW CHANGES:

Amend the paragraph beginning at page 1, line 7 and  
ending at page 1, line 14 as follows:

The present application claims benefit of U.S. Patent  
Application 09/563,352 filed May 3, 2000, which is a continuation  
of U.S. Patent Application No. 08/785,321 filed January 21, 1997,  
which claims benefit of U.S. Provisional Application Nos.  
60/017,229 filed May 9, 1996 and 60/010,372 filed January 22,  
1996.

I hereby certify that this correspondence is being deposited  
with the United States Postal Service via Express Mail in an  
envelope addressed to Assistant Commissioner for Patents,  
Washington, D.C. 20231 on February 12, 2001.

  
(Signature)

Typed or Printed Name of Person Signing Certificate

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CLEAN COPY:

Amend the paragraph beginning at page 1, line 7 and ending at page 1, line 14 as follows:

The present application claims benefit of U.S. Patent Application 09/563,352 filed May 3, 2000, which is a continuation of U.S. Patent Application No. 08/785,321 filed January 21, 1997, which claims benefit of U.S. Provisional Application Nos. 60/017,229 filed May 9, 1996 and 60/010,372 filed January 22, 1996.

IN THE CLAIMS

COPY MARKED TO SHOW CHANGES:

Please cancel claims 1 through 59.

Please insert new claims as follows:

\_\_\_\_\_ 60. (NEW) A method of configuring a web page for display by a client computer, said method comprising:

\_\_\_\_\_ transmitting over the Internet a first HTML document from a first server, said first HTML document including a pointer to a location at a web site stored on a second server, said first HTML document being associated with a first brand,

\_\_\_\_\_ dynamically configuring a complete web page to be displayed on said client computer, said configuring including combining information and a second brand stored in said second server with said first brand, and

\_\_\_\_\_ displaying said web page on said client computer.

\_\_\_\_\_ 61. (NEW) The method of claim 60 wherein said pointer includes a URL address.

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62. (NEW) The method of claim 61 wherein said servers are World Wide Web servers.

63. (NEW) The method of claim 60 wherein said step of displaying said complete web page includes displaying said web page with a graphic based browser.

64. (NEW) The method of claim 60 wherein said step of configuring includes placing at least one of said brands in the header of said web page.

65. (NEW) The method of claim 64 wherein said step of configuring includes placing said first brand in the header of said web page.

66. (NEW) The method of claim 60 wherein said step of displaying includes displaying said web page on a computer screen.

67. (NEW) A method of displaying a page in a client/server based network, a client computer of said network including a display and said page including information to be displayed on said display, said method comprising:

transmitting a first tagged document from a first server to a client computer, said first tagged document including a reference to a second tagged document on a second server, said first tagged document being associated with a first brand, said second tagged document being associated with a second brand,

dynamically configuring a complete page to be displayed on said client computer by combining information contained in said second tagged document with brand information associated with said first brand, such that said page contains both said

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second brand and said brand information associated with said first brand, and

displaying said complete page on said display of said client computer.

68. (NEW) The method of claim 67 wherein said client/server based network includes the Internet.

69. (NEW) The method of claim 67 wherein said reference to a second tagged document is a reference to a location at a web site, said method further including the step of said client computer attaining said location from said reference.

70. (NEW) The method of claim 69 wherein said reference includes the URL address of said location.

71. (NEW) The method of claim 67 wherein said tagged documents are compliant with HTML.

72. (NEW) The method of claim 67 further including the step of said client computer attaining the IP address of said second server via said reference.

73. (NEW) The method of claim 67 wherein said servers are World Wide Web servers.

74. (NEW) The method of claim 73 wherein said page is a web page.

75. (NEW) The method of claim 74 wherein said step of displaying includes displaying said web page with a graphic based browser.

76. (NEW) The method of claim 75 wherein said browser is a Netscape browser.

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77. (NEW) The method of claim 67 wherein said client/server based network comprises an intranet.

78. (NEW) The method of claim 67 wherein said step of dynamically configuring includes combining at least one file stored on said second server with another file.

79. (NEW) The method of claim 78 further including the step of selecting said file stored on said second server based on information provided by said first server.

80. (NEW) The method of claim 67 wherein said step of dynamically configuring includes placing at least one of said brands in the header of said web page.

81. (NEW) The method of claim 80 wherein said step of dynamically configuring includes placing said first brand in the header of said web page.

82. (NEW) The method of claim 67 wherein said step of displaying includes displaying said web page on a computer screen.

83. (NEW) A system for configuring a web page for display by a client computer, said system comprising:

means for transmitting over the Internet a first HTML document from a first server, said first HTML document including a pointer to a location at a web site stored on a second server, said first HTML document being associated with a first brand,

means for dynamically configuring a complete web page to be displayed on said client computer, said configuring including combining information and a second brand stored in said second server with said first brand, and

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\_\_\_\_\_ means for displaying said web page on said client computer.

84. (NEW) A system for displaying a page in a client/server based network, said system comprising:

\_\_\_\_\_ a client computer of said network including a display and said page including information to be displayed on said display,

\_\_\_\_\_ means for transmitting a first tagged document from a first server to a client computer, said first tagged document including a reference to a second tagged document on a second server, said first tagged document being associated with a first brand, said second tagged document including a second brand,

\_\_\_\_\_ means for dynamically configuring a complete page to be displayed on said client computer by combining information contained in said second tagged document with at least said first brand, such that said page contains both said first brand and said second brand, and

\_\_\_\_\_ means for displaying said page on said display of said client computer.

CLEAN COPY:

Please cancel claims 1 through 59.

Please insert new claims as follows:

60. (NEW) A method of configuring a web page for display by a client computer, said method comprising:

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transmitting over the Internet a first HTML document from a first server, said first HTML document including a pointer to a location at a web site stored on a second server, said first HTML document being associated with a first brand,

dynamically configuring a complete web page to be displayed on said client computer, said configuring including combining information and a second brand stored in said second server with said first brand, and

displaying said web page on said client computer.

61. (NEW) The method of claim 60 wherein said pointer includes a URL address.

62. (NEW) The method of claim 61 wherein said servers are World Wide Web servers.

63. (NEW) The method of claim 60 wherein said step of displaying said complete web page includes displaying said web page with a graphic based browser.

64. (NEW) The method of claim 60 wherein said step of configuring includes placing at least one of said brands in the header of said web page.

65. (NEW) The method of claim 64 wherein said step of configuring includes placing said first brand in the header of said web page.

66. (NEW) The method of claim 60 wherein said step of displaying includes displaying said web page on a computer screen.

67. (NEW) A method of displaying a page in a client/server based network, a client computer of said network

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including a display and said page including information to be displayed on said display, said method comprising:

transmitting a first tagged document from a first server to a client computer, said first tagged document including a reference to a second tagged document on a second server, said first tagged document being associated with a first brand, said second tagged document being associated with a second brand,

dynamically configuring a complete page to be displayed on said client computer by combining information contained in said second tagged document with brand information associated with said first brand, such that said page contains both said second brand and said brand information associated with said first brand, and

displaying said complete page on said display of said client computer.

68. (NEW) The method of claim 67 wherein said client/server based network includes the Internet.

69. (NEW) The method of claim 67 wherein said reference to a second tagged document is a reference to a location at a web site, said method further including the step of said client computer attaining said location from said reference.

70. (NEW) The method of claim 69 wherein said reference includes the URL address of said location.

71. (NEW) The method of claim 67 wherein said tagged documents are compliant with HTML.



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72. (NEW) The method of claim 67 further including the step of said client computer attaining the IP address of said second server via said reference.

73. (NEW) The method of claim 67 wherein said servers are World Wide Web servers.

74. (NEW) The method of claim 73 wherein said page is a web page.

75. (NEW) The method of claim 74 wherein said step of displaying includes displaying said web page with a graphic based browser.

76. (NEW) The method of claim 75 wherein said browser is a Netscape browser.

77. (NEW) The method of claim 67 wherein said client/server based network comprises an intranet.

78. (NEW) The method of claim 67 wherein said step of dynamically configuring includes combining at least one file stored on said second server with another file.

79. (NEW) The method of claim 78 further including the step of selecting said file stored on said second server based on information provided by said first server.

80. (NEW) The method of claim 67 wherein said step of dynamically configuring includes placing at least one of said brands in the header of said web page.

81. (NEW) The method of claim 80 wherein said step of dynamically configuring includes placing said first brand in the header of said web page.

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82. (NEW) The method of claim 67 wherein said step of displaying includes displaying said web page on a computer screen.

83. (NEW) A system for configuring a web page for display by a client computer, said system comprising:

means for transmitting over the Internet a first HTML document from a first server, said first HTML document including a pointer to a location at a web site stored on a second server, said first HTML document being associated with a first brand,

means for dynamically configuring a complete web page to be displayed on said client computer, said configuring including combining information and a second brand stored in said second server with said first brand, and

means for displaying said web page on said client computer.

84. (NEW) A system for displaying a page in a client/server based network, said system comprising:

a client computer of said network including a display and said page including information to be displayed on said display,

means for transmitting a first tagged document from a first server to a client computer, said first tagged document including a reference to a second tagged document on a second server, said first tagged document being associated with a first brand, said second tagged document including a second brand,

means for dynamically configuring a complete page to be displayed on said client computer by combining information

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contained in said second tagged document with at least said first brand, such that said page contains both said first brand and said second brand, and

means for displaying said page on said display of said client computer.

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REMARKS

Allowance of new claims 60-84 is respectfully requested. If, however, for any reason the Examiner does not believe such action can be taken at this time, it is respectfully requested that he telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Respectfully submitted,

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